

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims

1. (Previously Presented) A method implemented by a wireless device to provide information on a scheduled event in a personal information manager (PIM) application, wherein the wireless device performs:

receiving a code provided with a promotion of a promoted event sponsored by a third party entity;

transmitting the received code to a server including a calendar database having personal calendar information for a user of the transmitting wireless device including scheduled event records, wherein the server maintains an association of promoted event codes with third party entities sponsoring the promoted events, and wherein the received code is provided from a source external to the server;

receiving from the server a scheduled event record including information on the promoted event associated with the code; and

rendering calendar information from the calendar database at the wireless device including information on the scheduled event included in the scheduled event record.

2. (Original) The method of claim 1, wherein the code is entered via a user input mechanism on the wireless device.

3. (Original) The method of claim 1, wherein the code is transmitted to the wireless device via a wireless transmission medium.

4. (Original) The method of claim 3, wherein the code is transmitted to the wireless device, transmitted from the wireless device to the server, and rendered at the wireless device automatically without any intervening user action.

5. (Previously Presented) The method of claim 1, wherein information on the scheduled event record is displayed with the calendar information at the wireless device as a non-committed event.

6. (Original) The method of claim 1, wherein the code is transmitted to the server in response to user input at the wireless device.

7. (Previously Presented) The method of claim 1, wherein receiving the code further comprises receiving a plurality of codes associated with promoted events sponsored by at least one third party entity, wherein transmitting the code to the server comprises transmitting the plurality of codes, wherein receiving the scheduled event record from the server further comprises receiving one scheduled event record for each transmitted code, and wherein rendering calendar information at the wireless device including information on the scheduled event comprises rendering information on scheduled events for the received scheduled event records.

8. (Previously Presented) A method implemented by a server to provide scheduled events for users of wireless devices, wherein the wireless devices are capable of displaying calendar information on scheduled events, comprising:

- maintaining an association of codes with promoted events sponsored by third party entities, wherein the received codes are provided to the users of the wireless device from a source external to the server and with a promotion of a promoted event sponsored by a third party entity;

- maintaining a calendar database having personal information for the users of the wireless devices;

- receiving a code associated with one promoted event sponsored by one third party entity transmitted from one of the wireless devices;

- determining a scheduled event record including information on the promoted event corresponding to the received code;

- adding the determined schedule event record to the calendar database for the user of the wireless device that transmitted the code; and

transmitting the determined scheduled event record to the wireless device that transmitted the code, wherein the wireless device is capable of rendering calendar information including information on the scheduled event included in the transmitted scheduled event record.

9. (Original) The method of claim 8, further comprising:

providing a data structure including a plurality of codes and associating with each code one scheduled event record, wherein determining the scheduled event record corresponding to the received code comprises searching the data structure for one code matching the received code transmitted from the wireless device and the associated scheduled event record.

10. (Original) The method of claim 8, wherein a plurality of codes are received from the wireless device and one determined scheduled event record for each code is transmitted to the wireless device transmitting the plurality of codes.

11. (Original) The method of claim 8, wherein scheduled event records and codes are provided for different event promoters.

12. (Original) The method of claim 11, further comprising:

charging a fee to the event promoter to include one scheduled event record in the data structure in order to make scheduled event records for the promoter available to wireless devices in response to transmissions of the code associated with the scheduled event record.

13. (Previously Presented) A method implemented by a wireless device to provide information on a scheduled event to a personal information manager (PIM) application, wherein the wireless device performs:

receiving a scheduled event record including information on a scheduled event transmitted from a transmitter system for a promoted event sponsored by a third party entity including at least one scheduled event record when the wireless device is within a broadcast range of the transmitter system;

rendering calendar information at the wireless device including information on the promoted event included in the scheduled event record; and

transmitting the scheduled event record for the promoted event to a server including a calendar database for a user of the transmitting wireless device including scheduled event records, wherein the server stores the transmitted scheduled event record for the promoted event with the calendar database records for the user of the wireless device.

14. (Original) The method of claim 13, further comprising:

receiving user input to accept the scheduled event record, wherein information on the scheduled event in the scheduled event record is rendered with calendar information and wherein the scheduled event record is transmitted to the server to include in the calendar database for the user of the wireless device after receiving the user input to accept the scheduled event record.

15. (Previously Presented) The method of claim 13, further comprising:

receiving a list of scheduled events for promoted events from at least one third party entity from the transmitter system;

receiving user input selecting at least one of the scheduled events on the list for one promoted event; and

transmitting information on the selected at least one scheduled event to the transmitter system, wherein receiving the scheduled event record further comprises receiving one scheduled event record for each selected scheduled event.

16. (Original) The method of claim 15, wherein rendering the calendar information at the wireless device further comprises rendering information on the scheduled event included in each received scheduled event record, and wherein transmitting the scheduled event to the server further comprises transmitting each scheduled event to the server.

17. (Canceled)

18. (Canceled)

19. (Canceled)

20. (Canceled)

21. (Previously Presented) A wireless device providing information on a scheduled event in a personal information manager (PIM) application, wherein the wireless device is in wireless communication with a server including a calendar database for a user of the transmitting wireless device including scheduled event records, wherein the wireless device comprises:

means for receiving a code provided with a promotion of a promoted event sponsored by a third party entity;

means for transmitting the received code to the server, wherein the server maintains an association of promoted event codes with third party entities sponsoring the promoted events, and wherein the received code is provided from a source external to the server;

means for receiving from the server a scheduled event record including information on the promoted event associated with the code; and

means for rendering calendar information from the calendar database at the wireless device including information on the scheduled event included in the scheduled event record.

22. (Original) The wireless device of claim 21, wherein the scheduled event record comprises a shadowed scheduled event record, wherein information on the shadowed scheduled event is displayed with the calendar information at the wireless device as a non-committed event.

23. (Previously Presented) A server system providing scheduled events for users of wireless devices in communication with the server system, wherein the wireless devices are capable of displaying calendar information on scheduled events, wherein the server system comprises:

means for maintaining an association of codes with promoted events sponsored by third party entities, wherein the codes are provided to users of the wireless device from a source external to the server and with a promotion of a promoted event sponsored by a third party entity;

maintaining a calendar database having personal information for the users of the wireless devices;

means for receiving a code associated with one promoted event sponsored by one third party entity transmitted from one of the wireless devices;

means for determining a scheduled event record including information on the promoted event corresponding to the received code;

adding the determined schedule event record to the calendar database for the user of the wireless device that transmitted the code; and

means for transmitting the determined scheduled event record to the wireless device that transmitted the code, wherein the wireless device is capable of rendering calendar information including information on the scheduled event included in the transmitted scheduled event record.

24. (Original) The server system of claim 23, wherein a plurality of codes are received from the wireless device and one determined scheduled event record for each code is transmitted to the wireless device transmitting the plurality of codes.

25. (Original) The server system of claim 23, wherein scheduled event records and codes are provided for different event promoters.

26. (Original) The server system of claim 25, further comprising:
means for charging a fee to the event promoter to include one scheduled event record in the data structure in order to make scheduled event records for the promoter available to wireless devices in response to transmissions of the code associated with the scheduled event record.

27. (Previously Presented) A wireless device for providing information on a scheduled event in a personal information manager (PIM) application, wherein the wireless device is capable of communicating with a transmitter system and a server, wherein the server maintains a calendar database for the user of the transmitting wireless device including scheduled event records, and wherein the wireless device comprises:

means for receiving a scheduled event record including information on a scheduled event transmitted from the transmitter system for a promoted event sponsored by a third party entity including at least one scheduled event record when the wireless device is within a broadcast range of the transmitter system;

means for rendering calendar information at the wireless device including information on the promoted event included in the scheduled event record; and

means for transmitting the scheduled event record for the promoted event to the server, wherein the server stores the transmitted scheduled event record for the promoted event with the calendar database records for the user of the wireless device.

28. (Previously Presented) The wireless device of claim 27, further comprising:
means for receiving a list of scheduled events for promoted events from at least one third party entity from the transmitter system;
means for receiving user input selecting at least one of the scheduled events on the list for one promoted event; and
means for transmitting information on the selected at least one scheduled event to the transmitter system, wherein receiving the scheduled event record further comprises receiving one scheduled event record for each selected scheduled event.

- 29. (Canceled)
- 30. (Canceled)
- 31. (Canceled)
- 32. (Canceled)

33. (Previously Presented) An article of manufacture including a program implemented in a wireless device to provide information on a scheduled event in a personal information manager (PIM) application, wherein the wireless device is in communication with a transmitter system, wherein the program causes the wireless device to perform:

receiving a code provided with a promotion of a promoted event sponsored by a third party entity;

transmitting the received code to a server including a calendar database having personal calendar information for the user of the transmitting wireless device including scheduled event records, wherein the server maintains an association of promoted event codes with third party entities sponsoring the promoted events, and wherein the received code is provided from a source external to the server;

receiving from the server a scheduled event record including information on the promoted event associated with the code; and

rendering calendar information from the calendar database at the wireless device including information on the scheduled event included in the scheduled event record.

34. (Original) The article of manufacture of claim 33, wherein the code is entered via a user input mechanism on the wireless device.

35. (Original) The article of manufacture of claim 33, wherein the code is transmitted to the wireless device via a wireless transmission medium.

36. (Original) The article of manufacture of claim 35, wherein the code is transmitted to the wireless device, transmitted from the wireless device to the server, and rendered at the wireless device automatically without any intervening user action.

37. (Previously Presented) The article of manufacture of claim 33, wherein information on the scheduled event record is displayed with the calendar information at the wireless device as a non-committed event.

38. (Original) The article of manufacture of claim 33, wherein the code is transmitted to the server in response to user input at the wireless device.

39. (Previously Presented) The article of manufacture of claim 33, wherein receiving the code further comprises receiving a plurality of codes associated with promoted events sponsored by at least one third party entity, wherein transmitting the code to the server comprises transmitting the plurality of codes, wherein receiving the scheduled event record from the server further comprises receiving one scheduled event record for each transmitted code, and wherein rendering calendar information at the wireless device including information on the scheduled event comprises rendering information on scheduled events for the received scheduled event records.

40. (Previously Presented) An article of manufacture including a program implemented in a server to provide scheduled events for users of wireless devices, wherein the

wireless devices are capable of displaying calendar information on scheduled events, and wherein the program causes the server to perform:

- maintaining an association of codes with promoted events sponsored by third party entities, wherein the received code is provided to the user of the wireless device from a source external to the server and with a promotion of a promoted event sponsored by a third party entity;

- maintaining a calendar database having personal information for the users of the wireless devices;

- receiving a code associated with one promoted event sponsored by one third party entity transmitted from one of the wireless devices;

- determining a scheduled event record including information on the promoted event corresponding to the received code;

- adding the determined schedule event record to the calendar database for the user of the wireless device that transmitted the code; and

- transmitting the determined scheduled event record to the wireless device that transmitted the code, wherein the wireless device is capable of rendering calendar information including information on the scheduled event included in the transmitted scheduled event record.

41. (Original) The article of manufacture of claim 40, further comprising:

- providing a data structure including a plurality of codes and associating with each code one scheduled event record, wherein determining the scheduled event record corresponding to the received code comprises searching the data structure for one code matching the received code transmitted from the wireless device and the associated scheduled event record.

42. (Original) The article of manufacture of claim 40, wherein a plurality of codes are received from the wireless device and one determined scheduled event record for each code is transmitted to the wireless device transmitting the plurality of codes.

43. (Original) The article of manufacture of claim 40, wherein scheduled event records and codes are provided for different event promoters.

44. (Original) The article of manufacture of claim 43, further comprising:
charging a fee to the event promoter to include one scheduled event record in the data structure in order to make scheduled event records for the promoter available to wireless devices in response to transmissions of the code associated with the scheduled event record.

45. (Previously Presented) An article of manufacture including a program implemented in a wireless device to provide information on a scheduled event to a personal information manager (PIM) application, wherein the wireless device is in communication with a transmitter system and a server, wherein the program causes the wireless device to perform:

receiving a scheduled event record including information on a scheduled event transmitted from the transmitter system for a promoted event sponsored by a third party entity including at least one scheduled event record when the wireless device is within a broadcast range of the transmitter system;

rendering calendar information at the wireless device including information on the promoted event included in the scheduled event record; and

transmitting the scheduled event record for the promoted event to the server including a calendar database for the user of the transmitting wireless device including scheduled event records, wherein the server stores the transmitted scheduled event record with the calendar database records for the user of the wireless device.

46. (Original) The article of manufacture of claim 45, further comprising:
receiving user input to accept the scheduled event record, wherein information on the scheduled event in the scheduled event record is rendered with calendar information and wherein the scheduled event record is transmitted to the server to include in the calendar database for the user of the wireless device after receiving the user input to accept the scheduled event record.

47. (Previously Presented) The article of manufacture of claim 45, further comprising:

receiving a list of scheduled events for promoted events from at least one third party entity from the transmitter system;

receiving user input selecting at least one of the scheduled events on the list for one promoted event; and

transmitting information on the selected at least one scheduled event to the transmitter system, wherein receiving the scheduled event record further comprises receiving one scheduled event record for each selected scheduled event.

48. (Original) The article of manufacture of claim 47, wherein rendering the calendar information at the wireless device further comprises rendering information on the scheduled event included in each received scheduled event record, and wherein transmitting the scheduled event to the server further comprises transmitting each scheduled event to the server.

49. (Canceled)

50. (Canceled)

51. (Canceled)

52. (Canceled)